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AUTHOR Williams, Wenmouth, Jr.; Shapiro, Mitchell E.
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ABSTRACT

A study was conducted to determine (1) if the gratifications sought and obtained model were applicable to local television news viewing, and (2) if the scales constructed from factor analyses of gratifications sought and obtained could predict television news viewing. The focus of the study was a new television station in central Illinois that offered itself as an alternative to commercial television and promised to feature religious and family programs. Prior to the station's broadcast debut, approximately 300 residents of the area were surveyed to ascertain their media use habits, opinions of commercial television, and demographics. The dependent measure was the perceived need for the proposed station in terms of its religious and family programs. A second survey took place following the station's debut, with approximately 250 respondents supplying data concerning gratifications served by the news offered by the station. Data were gathered relating to their gratifications sought from news in general, and from the stations' news in particular. Results revealed that respondents thought there was a need for the station, but that its programing did not meet that need. News viewers were similar to general viewers in their opinions. Findings suggest that the gratifications sought and obtained model is not applicable to local news viewing and that gratifications sought and obtained are not valid predictors of news viewing behavior in general. (FL)

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The Application of Gratifications Sought and Received from a New Independent Television Station's Programming

by

Wenmouth Williams, Jr.
Associate Professor
Department of Communication
Illinois State University
Normal, IL

and

Mitchell E. Shapiro
Assistant Professor
Department of Communication
University of Miami
Coral Gables, FL

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The work of Blumler and Katz (1974) has produced a great interest in the uses and gratifications approach to the study of the mass media. The result of this research has been not only a myriad of studies on how gratifications obtained from the media can be measured and applied to various situations; but also a number of critiques on the theoretical promise the approach has for studying media effects. For example, areas of interest to researchers utilizing the uses and gratifications approach have included political environments (McLeod & Becker, 1974), television viewing habits (Brown, Cramond & Wilde, 1974), and popular culture (Carey & Kreiling, 1974).

Critiques, such as those written by Swanson (1977) and others, suggest many problems with this approach. One such problem involves the failure to consider audience perceptions of messages received from the media. Swanson (1977) argues that such failure "... may deny the putative fundamental assumption of their position and returning to a view of meaning as given in content to passive receivers" (p. 220). Blumler (1979) suggests that researchers begin to define "active-ness" in terms of audience behaviors before, during and after receiving a message from the media. For example, one might determine what prior expectations an audience member has concerning a message. A recent line of research has been developed to consider such prior expectations with the purpose of determining if the audience actively selects messages from the media.

The first study to consider prior expectations or gratifications sought from the media was conducted by Palmgreen and Rayburn (1979). They defined the difference between what audiences expected and what was eventually received as the discrepancy between grati-

fications sought and received. Using public television as the stimulus, respondents were asked what gratifications they sought from television, in general. Then, they were asked what gratifications they received or thought they could receive from public television. The discrepancy between gratifications sought and received were predicted to be greater for respondents not viewing public television compared to those who watched at least one program a month. The results of the study generally supported their hypothesis.

Palmgreen, Wenner and Rayburn (1980) determined the various dimensions of gratifications sought and received for network television news. A scale developed by the researchers measured five dimensions: surveillance, decisional utility, entertainment, interpersonal utility and parasocial interactions. The factor structure for the gratifications sought items was much different from the structure obtained from the gratifications obtained measures. The factor structure for the gratifications sought items were: information seeking, entertainment and parasocial utility. The gratifications obtained dimensions included: interpersonal utility, entertainment/parasocial interactions and surveillance. Palmgreen, et. al. argue that the failure to find five separate dimensions, as hypothesized, was an artifact of watching television news. Both entertainment and parasocial interactions are independent motives for watching television news. However, the meeting of these needs by television news is interactive: they are not separate dimensions. These results do suggest that the gratifications sought from watching television news is somewhat different from those

received from the actual viewing behavior, despite the findings of Palmgreen, et. al., that the correlations between gratifications sought and obtained were much higher for news viewers compared to respondents who did not watch network television news.

Palmgreen, Wenner and Rayburn (1981) re-analyzed their 1980 data for the purpose of determining gratifications specific to each of the three network evening news programs. The primary hypothesis tested in this study predicted that viewers of a specific news program would perceive gratifications obtained from their preferred program to be greater than those possible from the two competitors. This prediction was supported as only four of the 90 items, 30 items measuring gratifications sought and obtained for each of the three networks, did not conform to the hypothesized model. Their attempt to differentiate viewers of the three news programs using a discriminant analysis found that the gratification items, when considered as discrepancy scores computed by subtracting the gratification obtained score from the corresponding gratification sought response, were significant predictors of viewing habits. However, no attempt was made to use the individual items as predictors of network news viewing. If the gratification sought/obtained model is descriptive of the active audience notion addressed above, then either the individual items or their respective factor scores should also discriminate viewers from non-viewers.

Wenner (1982) has also applied the gratifications sought/obtained model to the study of television news. Considering the audiences of the three television networks and Sixty Minutes Wenner

attempted to determine if the gratification items were additive, in nature, with various exposure items, to predict media dependency. Twelve gratification items were used in the study designed to represent three dimensions discussed by Palmgreen, et. al. These dimensions were: surveillance/entertainment, interpersonal utility and parasocial interaction. The gratification sought items measured respondents' perceptions of needs satisfied by television news, in general. The gratification obtained items pertained specifically to Sixty Minutes and the preferred network news program. A heirarchical regression analysis was used to test the additive properties of the gratification dimensions. The gratification obtained items were significant predictors of media dependency, measured as responses to the question: how much would you miss Sixty Minutes if you had to miss it? However, demographics and media exposure were the best predictors of dependency. Similar results were obtained for the dependency on the preferred network news program.

Utilizing the work of Fishbein, Palmgreen and Rayburn (1982) suggested that gratifications sought were very similar to the seeking behavior. Highly valued outcomes, or perceived outcomes, should produce more seeking behaviors than those outcomes that are not highly valued. In terms of the gratification sought/obtained model, if a person perceives highly desirable outcomes (gratifications sought) from a mediated message, the result will be an increased liklihood of attending the message. The results of a survey of college undergraduates found that beliefs, as conceptualized by Fishbein, was the best predictor of television news viewing;

gratifications sought were a function of beliefs.

Bantz (1982) attempted to expand the gratifications sought/obtained model to the differentiation of channel and message. Bantz suggests that gratification factor structures may differ depending on the program watched on television. Using items generated from themes written by college students, Bantz designed two questionnaires. One questionnaire measured gratifications sought from specific television programs and program types. The second concerned perceptions of television, in general. The resulting factor analysis of these two questionnaires found similar factors for surveillance, entertainment and voyeurism. The program specific items also had factors representing companionship and social resource or interpersonal utility dimensions. The medium specific results found one dimension representing easily available companionship. However, the two factor structures were statistically similar. Bantz concludes that there are very few differences between program and channel gratifications as perceived by the viewing audience.

A final study of the gratifications sought/obtained model was conducted by McLeod, Bybee and Durall (1982). Two weeks prior to the 1976 presidential election, respondents were asked a series of eleven items designed to measure gratifications sought from televised political messages, eleven items (same items as for gratifications sought) measuring why they watched the presidential debates and the amount of time spent watching the debates. The resulting factor analysis of the gratifications sought revealed the following dimensions: surveillance, contest excitement and communication utility. The factor analysis of the gratifications

obtained items also found a surveillance dimension, but included a reinforcement element to the contest/excitement dimensions found for the gratifications sought analysis. Relating the gratification items to debate watching, no relationship was found for gratifications sought. A strong relationship was found between watching the debates and gratifications obtained. Finally, correlations between gratifications sought and those obtained were very strong, even when debate watching was controlled.

The conclusion from research testing the gratifications sought/obtained model is that factors resulting from the various studies are fairly stable. Most studies found surveillance, interpersonal utility and entertainment dimensions. Also, all the studies discussed above have used gratifications obtained from network programs. No research, to date, has considered the relationship between the model and programs produced on the local level. Finally, many of the studies conducted by Palmgreen and others have considered discrepancy scores as predictors of media exposure. These scores, the differences between gratifications sought and obtained represent the perceived difference between what the audience expects from a program and what is actually received. Conceptually, this procedure makes sense; if a person received exactly what was perceived as obtainable from a program, there should be no differences between measures of gratifications sought and obtained. However, problems do arise when non-viewers of these programs are considered. To compute discrepancy scores for non-viewers, respondents are asked to "guess" what gratifications might be obtained from programs that they do not view. If the respondent does not view the program,

then perceptions of possible gratifications obtainable from the program could not possibly be valid. Therefore, to determine if efficacy of the gratifications sought/obtained model for predicting media exposure, one must use the factor rather than discrepancy scores as predictors. The purpose of this study was to answer these two problems. Specifically, the study was designed to determine if the gratifications sought/obtained model was applicable to the viewing of local television news programs. The second problem was to determine if scales, constructed from factor analyses of gratifications sought and obtained, could predict television news viewing.

METHODOLOGY

A new television station in central Illinois received a construction permit in 1980. The licensee was to be a non-profit corporation comprised of area church leaders and laypersons. Proposed programming was to consist of family-oriented and religious offerings. The station received much publicity, first in terms of a fund raising campaign and then because of various management problems. The result was much visibility in the market. The target audience for the station was to be the disenfranchised viewers who desired alternatives to commercial television offerings. The station eventually began operation in 1982. The programming did feature religious offerings and family oriented programs such as Leave It to Beaver. However, some fairly violent programs such as Combat were also aired.

Gratifications sought and obtained were measured in a two part study. Study I was conducted prior to the station beginning opera-

tion. Study II was conducted in 1983, after the station had an opportunity to attract the target audience and ostensibly meet their needs.

Study I

The study was conducted in November 1979. Working from a list of randomly generated telephone numbers, 391 residents were contacted by trained interviewers. Three hundred thirty-nine respondents were eventually interviewed, resulting in an adjusted completion rate of 87%. Each respondent was asked questions categorized as (1) media use habits, (2) opinions of commercial television, and (3) demographics.

Media Use Habits

1) Hours watched: respondents were asked how many hours their televisions were in use during the average day. Responses ranged from zero to twenty-four hours.

2) Family Viewing: respondents were also asked whether or not their family watched television together. Responses were recorded as either yes or no.

3) Family Programming Index (FPI): The networks and local television stations do still seem to have an unofficial policy of reserving the "early prime time hours" for programming suitable for viewing by families with younger children. Respondents were asked to list their family's three favorite television programs. When a respondent listed a program that aired during these "family hours," it was assigned a value of one (1). Thus, for each respondent, a score ranging from zero to three was obtained to represent the viewing of family oriented television programs.

4) Religious Programming Index (RPI): Respondents were asked whether or not their family ever watches the PTL Club, the 700 Club, the Christian Broadcasting Network or Sunday morning worship services. One point was assigned for each program or program type watched. The total score possible on this index was four.

Attitudes Toward Commercial Television Content

Utilizing five point Likert-type scales, respondents were asked whether they agreed or disagreed with each of the following statements: there is too much religion on television; there is too much violence on television; there is too much sex on television; and there are too many advertisements on television. In addition, respondents were asked to give their general impressions of commercial television content. The open-ended responses were then classified as being either favorable, unfavorable or neutral.

Demographics

Education and age were measured on interval scales. The range was from less than a high school education to at least some graduate education. Age ranged from eighteen and over. The number of children living at home was also recorded.

Dependent Variables

The dependent measures were the perceived need for the proposed television station in terms of religious and family programs. The specific questions were: Channel 43 says that their programming will consist of a different type of religious programming from what's available today. Do you feel that there is a need for such programming? Second, Channel 43 says that their programming will consist of a different type of family programming from what is available

today. Do you feel that there is a need for such programming? Responses were recorded as either yes or no.

Study II

The second study was conducted in April 1983. A total of 400 randomly selected residents in the same central Illinois location as Study I were initially contacted. The total sample consisted of 296 respondents. The adjusted completion rate was 83%. Essentially the same variables as discussed above were used to determine evaluations of television and the viewing of commercially produced programs.

Gratification Measures

Because the nature of Study II was to determine the gratifications served by the news offered by the television station, the gratifications sought and obtained items developed by Palmgreen, Wenner and Rayburn were used. Respondents were first asked the 15 items as they pertained to gratifications sought from television news, in general. Somewhat later in the interview, respondents who claimed to watch the local television news program were also asked the same 15 items, this time in terms of how the program satisfied their needs. Because of the validity problems noted above, respondents not watching this program were not asked to "guess" what gratifications they would likely obtain if they watched the program. These items were then independently, submitted to factor analysis to determine the validity of the proposed dimensions.

RESULTS

Study I

Gratifications sought, as defined in Study I, included evalua-

tions of commercial television. Fifty-four per cent of the respondents had an overall negative view of television; 47% felt that there was too much sex on television; 69% felt that there was too much violence on television; 84% felt that there were too many advertisements; and 79% disagreed that there was too much religion available on television. Considering these variables as a crude measure of gratifications sought from commercial television, one conclusion would be that a significant number of respondents felt at least some need for an alternative source of entertainment on television.

In support of this conclusion, 47% of the respondents felt that there was a need for a television station in the local market. Finally, 42% thought that a need existed for religious programs proposed by the station; 65% felt a need for family programs as advertised in promotional campaigns.

The preceding analysis suggests that the market was comprised of a substantial number of television viewers that were unhappy with what was available on commercial television. Further, many of these "disenfranchised viewers" desired programs such as those proposed by the new television station. Based on this conclusion, an attempt was made to differentiate respondents who felt a need for religious programs from those not expressing such a need. Second, respondents seeking family programs were differentiated from those not interested in such a gratification. These differentiations were accomplished in two, independent discriminant analyses. The results of these analyses can be found in Tables 1 and 2.

Tables 1 and 2 about here

A stepwise, discriminant analysis using varimax rotation included the various independent variables discussed in the preceding section to differentiate respondents seeking gratifications for religious and family programs. The data presented in Table 1 concern preferences for religious programs. The standardized canonical coefficients indicate the relative predictive power of the four variables included in the discriminant equation. These coefficients indicate that respondents preferring religious programs disagreed that there was too much religion on television, there was a definite need for a station in the local market, did not watch religious programs such as the PTL Club and thought that there was too much sex on television. The strongest independent predictor of such needs, or gratifications sought from television, was a need for a station such as the one proposed for the market. The second best predictor, relative to the other variables in the equation, was the disagreement with the statement that there was too much religion on television today. Finally, the failure to watch religious programs and evaluations of sex on commercial television were the least influential in this analysis.

The second column of data presented in Table 1 shows the structure coefficients, or correlations between the variables and the discriminant function. These correlations are important because they show the individual contribution of a variable to an equation, without controlling for the effects of the other variables in the

equation such as the standardized coefficients. A comparison of these correlations support the analysis of relative predictive strength of each variable as noted above. However, the unstandardized correlation of watching religious programs is much higher than the standardized coefficient. This difference can be explained by the correlation between some of the independent variables. However, this difference does not obviate the conclusion that perceptions of religious programs and sex on television are the primary discriminators between respondents seeking religious gratifications from television.

Table 2 presents data differentiating respondents who desire family oriented programs such as those proposed by the station from those without such needs. The best predictor in this equation is the evaluation that there is too much violence on television, today. The second most important variable to make an independent contribution to the equation was a need for the station. Failure to watch religious programs on television and the disagreement that there is too much religion on television are third in predictive powers. Finally, having at least one child in the home was the fifth variable in the equation.

Considering unstandardized coefficients, the strength of watching religious programs is increased dramatically; whereas there is some decrease in the importance of evaluations of violence on television, the need for the station and the presence of children in the home. This portion of the analysis indicates that evaluations of violence and the failure to watch religious programs are the best descriptors of the function. This is not to say that they

are the best predictors. Such information can only be deduced from the standardized coefficients.

Study II

Fifty-one per cent of the respondents contacted in 1983 reported watching the local station at least one hour a day. Seventy-one per cent of the respondents who watched the station also watched at least one news program per week. Considering gratifications sought in terms of the need for religious and family programming, repeating the two questions asked in Study I, 49% of the respondents felt there was a need for religious programs; 35% thought that the station had met its goal in this area of programming. Eighty-two per cent of the respondents felt that there was a need for family programs such as those proposed by the station. However, 56% felt that this need was met by the station. In terms of gratifications sought and obtained, there seems to be a difference in what the audience wanted, their perceived need for those two types of programs, and what was actually obtained from the station.

Table 3 presents the correlation matrix for the Palmgreen, et. al. gratification sought and obtained measures. These correlations only include the viewers of at least one newscast on the station per week as respondents not viewing the program were not asked to "guess" what gratifications could be obtained by watching it. Of the 15 comparisons, only three correlations between the appropriate gratification sought and the gratification obtained was the highest compared to the other correlations in each row. For example, the item related to information concerning the higher prices (the top left corner of the table), was most corre lated with the gratifica-

tion sought concerning higher prices than with any of the other 14 obtained items in the row. Using statistical significance as a barometer of the relationships displayed in Table 3, 114 of 225 correlations met the alpha criterion of .05.

Table 3 about here

Tables 4 through 6 show the various factor analyses that were performed on the gratifications sought and obtained. A varimax rotation was used. Criteria for accepting an item was a primary loading of .40 or greater with secondary loadings of less than .40. The optimum number of factors was determined by the scree test for items with an eigenvalue of at least 1.00.

The data presented in Table 4 represent responses from all respondents on the gratifications sought items. Two factors were found in this analysis: Actions and Entertainment. Items in the Actions factor included watching television news to make decisions about issues, to keep up with current issues, to learn about issues that affect the respondent and to keep informed about government officials. This factor combines the typical surveillance items such as to keep up with current events, with those issues that affect the respondent or assist in making up ones mind.

The second factor consists of items that tap the Entertainment function of television news. The four items that describe this dimension include watching television news for: dramatic reasons, entertainment value, comparing ideas and excitement. Only the idea comparison item does not fit the entertainment description of this

dimension. Possibly items that are entertaining also have some utility for these respondents.

Table 4 about here

The data in Table 5 represent gratifications sought by those respondents actually watching the news program on the local television station. A similar structure to the one displayed in Table 4 was obtained in this analysis. The first factor, Actions, was comprised of the same four items found in the first analysis, plus two additional items measuring the need for information to support viewpoints to others and the need to compare ideas with those of the commentator. The basic difference between the first factor in these two analyses is that news viewers have a need to get information and to use it in interpersonal settings. This factor is a combination of surveillance and interpersonal utility.

The second factor displayed in Table 5 was labelled Excitement because it only has two items also included in the first factor analysis, These items indicated that respondents watched the news for excitement and entertainment. There was no need for comparisons of ideas, nor did news viewers feel a need for drama in the news.

Data presented in Table 6 include what gratifications were obtained by news viewers. The first, Opinion, factor in this analysis was somewhat different from those obtained in the analyses of gratifications sought. The three items in this factor suggest that some respondents watched the local newscast to keep up with current information, but to also support viewpoints with others and to pass

along information. Not only does the news help to formulate opinions on current issues for these people, but also to influence or at least help to communicate this information to other people.

The second factor in this analysis was Entertainment. However, this dimension differed from those in the preceding two analyses in that these respondents also used information presented in the local newscast to make up their minds and to find out about issues that arelikely to affect them. So, not only do these respondents watch for entertainment, but also for the utility of the information.

Tables 5 and 6 about here

The final analyses, presented in Tables 7 and 8, show how the various independent variables differentiate between viewers of the local station and its newscast from the non-viewers. In addition to the independent variables used in the analyses in Study I, scales were computed representing the factors discussed above using the formula developed by Nie, Hull, Jenkins, Steinbrenner and Bent (1975). The discriminant analysis presented in Table 7 includes six predictors for general station viewers. The best predictor was perceptions of whether the station has met its goal to present family programs. A positive sign on a coefficient indicates that viewers felt that the station had not met this goal. Further, the second best predictor indicates that these same viewers do not perceive a need for the station. The final four predictors, about equal in their discriminating powers, suggest that viewers watch more commercial television than non-viewers, do not watch television as a family, disagree that

there are too many commercials on television, and do not watch religious programs such as the PTL Club. The unstandardized coefficients do not substantially change the analysis.

Table 7 about here

The data in Table 8 show the discrimination of news viewers from non-viewers. News viewers are best described as respondents who do not watch religious programs, do not feel a need for family programs and do not believe that the local station has met its goal of offering family oriented programs. This conclusion is supported by both the standardized and unstandardized coefficients.

Table 8 about here

DISCUSSION

A comparison of the data obtained from Study I and Study II suggests that the respondents surveyed both before and after the proposed station began broadcasting felt that there was a need for such a station and that need involved the offering of both religious and family oriented programs. The results of the two discriminant analyses predicting the need for these programs clearly indicated that there was a substantial potential audience for these types of programs. These respondents were clearly disenfranchised by commercial television. They felt that there was a definite need for a station, especially one that advocated family oriented and religious programs. Further, they felt that there was too much sex and violence

on television. However, the results of Study II clearly suggests that these needs, or gratifications sought from the station, have not been met. These opinions are manifested in the two discriminant analyses differentiating viewers of the station, in general, and its news program from non-viewers. General viewers seem to be much like the viewers of commercial television - they watch more television than non-viewers of the station. Further, viewers do not perceive a need for the station nor its initial idea presenting family programs. This finding is not surprising because viewers of the station tended not to view television with their families. Viewers obviously do not watch many religious programs, indicating the lack of a need for additional programming in this area.

These results can be explained in terms of the ownership of the station. Just prior to conducting Study II, the station was sold, changing its status from non-profit to profit orientation. However, none of the programming or, according to the new owners, the programming philosophy, was to be changed. Regardless, the viewers of the station perceive it as just another television station offering programs similar to ones already available from commercial stations. The station is not meeting the needs of the disenfranchised audience it originally desired to serve.

News viewers were not much different than the general viewers of the station. Because the station offers the only commercial, televised newscast in the community, it should be an important source of information for its viewers. However, none of the gratifications sought nor obtained scales were predictors in the news viewing equation (Table 8). This finding has three implications. First, and

most likely, is that local news programs can not be measured by the items developed by Palmgreen, et. al. Although news viewers had much the same perceptions of gratifications sought and obtained as general television viewers, these perceptions were not manifested in viewing habits. Clearly, they watched the newscast for other reasons not tapped by these scales.

The second implication of these results is that gratifications sought and obtained are not valid predictors of news viewing behaviors in general. Despite the findings of some previous studies in this area, the scale scores, as operationalized in the present study, did not predict viewing habits. Possibly, if discrepancy scores, as used by Palmgreen and his associates, were used as predictors, the validity of the gratifications sought/obtained model would have been verified. For reasons stated above, this procedure has no face validity. How would respondents who do not watch the program be able to "guess" at what gratifications they might obtain if they were to watch it?

The third implication is that the audience for local newscasts is not active in the same sense as conceptualized in the uses and gratifications approach. Swanson (1977) suggests that perceptions of the media and expectations of eventual gratifications of needs is crucial to the uses and gratifications approach. This same conclusion can be posited for the gratifications sought/obtained model. The users of the mass media obviously have certain perceptions of the content and also believe that certain media use behaviors can gratify some needs. The gratifications sought/obtained model seems to accurately measure at least some of these perceived needs and the ability of the media to satisfy them. However, according to the

results of the present study, these perceptions do not lead to the viewing of local news programs. Possibly, the local news audience does not select programs based on perceived needs. This audience may not be active in the same sense as the audience in the Palmgreen studies that determined gratifications sought and obtained from network programs.

Supporting the research of Palmgreen and others were the factor structures obtained in Study II. Although the five dimensions were not validated, there was much similarity or stability of the dimensions that were found. These results indicate that people watch local news for information about current issues with a desire to communicate this information to other people. Essentially, this dimension is a combination of surveillance and interpersonal utility. The second dimension, entertainment/excitement, suggests, as do previous studies, that many people watch local as well as other news programs, for other reasons than just information. News viewers seek and eventually obtain entertainment from news.

The results of the factor analyses also add some support for the gratifications sought/obtained model. There was a high degree of similarity among structures comparing what news viewers seek from a local newscast and what they obtain from actually watching it. Unfortunately, these perceptions are not manifested in the actual viewing of the program.

The conclusion concerning the efficacy of the gratifications sought/obtained model is clear from the results of these studies. First, people do have specific perceptions of what they want from television. In terms of the local television station, respondents

felt a need, or sought a gratification, for family and religious programs. Unfortunately, these gratifications were not obtained. Second, the measures of gratifications sought and obtained developed by Palmgreen, et. al., are very stable representations of what people perceive television news to be, in general, and what they obtain from watching it. However, these perceptions have no predictive ability when matched with media exposure or the actual viewing of the program. Therefore, if this model is to have any utility for applying the uses and gratifications approach to the use of the local media, new items must be constructed. Future studies should concentrate on how people perceive local television newscasts and how these perceptions lead them to watch the program. For example, some news viewers may select a local newscast because it is the only programming available at certain times in their respective markets. They really have little interest in the news as a source of information, but merely leave the television set on between entertainment programs. Others may select news programs based on the personalities of the commentators, or the applications of technological advances such as weather radar or live remote broadcasts. The Palmgreen items do not tap these dimensions. Also missing from their items, that may be only applicable to the viewing of local newscasts, are the needs for weather and sports information. National network programs do not ordinarily offer such information. Future studies applying the gratifications sought/obtained model should consider these issues.

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TABLE 1

DISCRIMINANT ANALYSIS DIFFERENTIATING

PEOPLE DESIRING RELIGIOUS PROGRAMS

FROM THOSE WITHOUT SUCH DESIRES FOR STUDY I

	Standardized Canonical Coefficients	Unstandardized Structure Coefficients
Too Much Religion	.55	.59
Need Station	.62	.54
Religious Television	.39	.51
Too Much Sex	-.32	-.39

NOTE: Wilk's Lambda = .79; Canonical Correlation = .46, $p \leq .05$

TABLE 2

DISCRIMINANT ANALYSIS DIFFERENTIATING

PEOPLE DESIRING FAMILY PROGRAMS

FROM THOSE WITHOUT SUCH DESIRES FOR STUDY I

	Standardized Canonical Coefficients	Unstandardized Structure Coefficients
Too Much Violence	-.59	-.54
Religious Television	.43	.53
Need Station	.50	.43
Too Much Religion	.42	.44
Children	-.27	-.20

NOTE: Wilk's Lambda = .82; Canonical Correlation = .43; $p \leq .05$

TABLE 3

CORRELATIONS BETWEEN GRATIFICATIONS SOUGHT AND GRATIFICATIONS RECEIVED

	Higher Prices	Issues Talk	Make Mind	Human Quality	Current Issues	Dramatic	Reporters People	Enter-taining	Trust	View-points	Compare Ideas	Issues Effect	Pass Info	Gov. Officials	Exciting
Higher Prices	.45*	.08	-.01	.21*	.10	-.10	.12	.31*	.10	.19*	-.11	.16*	.23*	.09	.10
Issues Talk	.21*	.34*	-.01	.18*	.30*	.03	.23*	.47*	.17*	.30*	-.06	.05	.29*	.00	.13
Make Mind	.32*	.22*	-.03	.21*	.36*	-.02	.14	.17*	.10	.42*	.02	.21*	.52*	.23*	.12
Human Quality	.26*	.35*	.31*	.21*	.16*	.14	.31*	.30*	.19*	.20*	.28*	.22*	.24*	.04	.28*
Current Issues	.13	.24*	-.03	.49*	.24*	.03	-.01	.12	.07	.21*	-.03	.17*	.08	.06	-.11
Dramatic	.24*	.21*	.28*	.24*	.23*	.01	.28*	.36*	.12	.03	.22*	.16*	.22*	.09	.25*
Reporters People	-.06	.10	.21*	.20*	.12	-.07	.18*	.10	.13	.03	.19*	.43*	.10	.02	.11
Entertaining	.08	.15	.09	.11	-.01	-.02	.40*	.13	.10	.04	.31*	.15	.07	.10	.51*
Trust	.05	.30*	.08	.35*	.10	.12	.15	.17*	.26*	.08	.03	.10	.18*	.37*	.04
Viewpoints	.26*	.17*	.12	.15	.29*	.20	.12	.03	.14	.34*	.16*	.11	.24*	.16*	.15
Compare Ideas	.13	.12	.08	.05	.43*	.12	.20*	.13	-.02	.43*	-.01	.15	.18*	.11	.07
Issues Effect	.33*	.30*	-.03	.09	.43*	.02	.21*	.21*	.08	.38*	.04	.18*	.26*	.02	.32*
Pass Info.	.27*	.52*	.15	.22*	.48*	.03	.26*	.54*	.15	.44*	.05	.18*	.38*	.15	.18*
Gov. Officials	.24*	.22*	.16*	.18*	.42*	.15	.16*	.25*	.14	.24*	.00	.05	.28*	.02	-.05
Exciting	.23*	.15	.31*	.10	.23*	.00	.37*	.15	.22*	.19*	.23*	.26*	.13	.17*	.36*

*P ≤ .05

TABLE 4

FACTOR STRUCTURE OF GRATIFICATIONS

FOR ALL RESPONDENTS

	Actions	Entertainment
Higher Prices	.08	.02
Issues Talk	.07	.22
Make Mind	.51*	-.03
Human Quality	.15	.23
Current Issues	.62*	-.07
Dramatic	-.14	.57*
Reporters People	-.07	.22
Entertaining	-.06	.52*
Trust	.14	-.04
Viewpoints	.26	.34
Compare Ideas	.28	.40*
Issues Effects	.65*	.11
Pass Info.	.12	.29
Government Officials	.48*	.06
Exciting	.05	.62*

*Met loading criterion of ±.40

TABLE 5

FACTOR STRUCTURE OF GRATIFICATIONS

SOUGHT FOR NEWS VIEWERS

	Actions	Excitement
Higher Prices	.25	.08
Issues Talk	.17	.07
Make Mind	.43*	.01
Human Quality	.11	.25
Current Issues	.43*	-.19
Dramatic	.12	.37
Reporters People	.04	.30
Entertaining	-.08	.48*
Trust	.01	.06
Viewpoints	.51*	.14
Compare Ideas	.50*	.25
Issues Effects	.53*	.09
Pass Info.	.28	.13
Government Officials	.57*	.00
Exciting	.18	.80*

*Met loading criterion of ±.40

TABLE 6

FACTOR STRUCTURE OF GRATIFICATIONS

OBTAINED FOR NEWS VIEWERS

	Opinion	Entertainment
Higher Prices	.22	.20
Issues Talk	.33	.09
Make Mind	.17	.43*
Human Quality	.06	.06
Current Issues	.62*	.11
Dramatic	.07	-.01
Reporters People	.08	.64
Entertaining	.18	.11
Trust	.00	-.01
Viewpoints	.62*	.23
Compare Ideas	-.35	.29
Issue Effects	-.11	.46*
Pass Info.	.54*	.05
Government Officials	.09	.05
Exciting	.10	.59*

*Met loading criterion of ±.40

TABLE 7

DISCRIMINANT ANALYSIS DIFFERENTIATING

STATION VIEWERS FROM NON-VIEWERS

	Standardized Canonical Coefficients	Unstandardized Structure Coefficients
Television Viewing	-.21	-.24
Watch as Family	.28	.36
Too Many Advertisements	.24	.21
Religious Programs	-.22	-.31
Need Station	.42	.54
Met Family Goal	.67	.74

NOTE: Wilk's Lambda = .817; Canonical Correlation = .43; $p \leq .05$

TABLE 8

DISCRIMINANT ANALYSIS DIFFERENTIATING

NEWS VIEWERS FROM NON-VIEWERS

	Standardized Canonical Coefficients	Unstandardized Structure Coefficients
Religious Programs	-.61	-.61
Need Family Programs	.58	.70
Met Family Goal	.39	.56

NOTE: Wilk's Lambda = .925; Canonical Correlation = .27; $p \leq .05$